

Message Text

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21

ACTION EA-07

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----- 093702

R 290834Z AUG 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 6437

UNCLAS MANILA 10386

E.O. 11652: N/A

TAGS: BBSR, RP

SUBJ: WTDR/FTI - PIONEER STATIONERS, INC.

REF: UNCLAS USDOC 11396

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. PIONEER STATIONERS, INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 1902 MANILA; 80 R. MAGSAYSAY BLVD., SAN JUAN

6. RIZAL, PHILIPPINES

7. ESTBL: 1961 8. EMPL: 50 9. SIZE: (19-X) LARGE

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 07/74

13A. 39520/135 RETL., WHOLESALE & IMP. OFFICE AND SCHOOL
SUPPLIES

13B. 38110/135 RETL., WHOLESALE & IMP. ENGINEERING INSTRUMENTS

13C. 26480/135 RETL., WHOLESALE & IMP. STATIONERY

13D. 35790/135 RETL., WHOLESALE & IMP. OFFICE MACHINES

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13E. 39522/135 RETL., WHOLESALE & IMP. ARTIST SUPPLIES

13F. 39551/135 RETEL., WHOLESALE & IMP. INKED RIBBONS

13G. 35796/135 RETL., WHOLESALE & IMP. STAPLERS

13H. 35740/135 RETEL., WHOLESALE & IMP. CALCULATING AND
ADDING MACHINES

13I. 39552/135 RETEL., WHOLESALE & IMP. STENCIL PAPER

13J. 34991/135 RETEL., WHOLESALE & IMP. SAFES

14. OFFICER: RUFINO Y. LUNA, BD. CH.-PRES.-GEN. MGR.

15. CABLE: "RUFLUN" MANILA 16. TELEX: NA

17. PHONE: 70-87-33, 79-45-80

18. FINANCIAL REFERENCES: CHINA BANKING CORPORATION, MANILA
AND BANK OF AMERICA NT & SA, MAKATI, RIZAL. TRADE REFERENCES:
SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: EATON ALLEN CORPORA-
TION, 67 KENT AVE., BROOKLYN, NEW YORK 11211, INED RIBBONS,
CARBON PAPER, CORRECTION TAPES; OXFORD PENDALEX CORPORATION,
GARDEN CITY, NEW YORK 11530, FILING SUPPLIES AND ACCESSORIES;
SWINGLINE, INC. LONG ISLAND CITY, NEW YORK 11101, STAPLERS
AND POUCHERS; LE PAGES, INC., PITTSBURGH, PENNSYLVANIA,
PLASTIC CEMENT; PEGASUS PRIMA PRODUCTS, LTD., HARLOWE, GREAT
BRITAIN, GRAPHIC ARTS SUPPLIES; LETROSET INTERNATIONAL,
SINGAPORE, STAPLERS, EYELETTERS, THUMB TACKS AND PUNCHERS;
GEHAWERKE, GMBH, WEST GERMANY, STENCIL DUPLICATORS AND
SUPPLIES; KATSUWA CO. LTD., OSAKA, JAPAN, ARTIST SUPPLIES;
ITOKI, LTD., JAPAN, INSULATED FILES AND SAFES; AND
SEKISUI CHEMICAL COMPANY, LTD., JAPAN, INDUSTRIAL AND
ELECTRICAL TAPES AND TAPE DISPENSERS; EXCLUSIVE AGENCIES
ACQUIRED SEVERAL YEARS AGO.

20. POST'S EVALUATION OF FIRM: FIRM ORIGINALLY ESTABLISHED
1961. INCORPORATED 1968. MAIN OFFICE AND STORE MAINTAINED IN
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SAN JUAN, RIZAL WITH BRANCH OFFICE IN 329 NUEVA ST., BINONDO,
MANILA. FIRM IMPORTS AND DISTRIBUTES ON WHOLESALERS AND RETAIL
WIDE LINE OF OFFICE AND SCHOOL SUPPLIES, OFFICE MACHINES,
ENGINEERING INSTRUMENTS, ARTIST SUPPLIES, ELECTRICAL
APPLIANCES; KITCHEN UTENSILS AND COSMETICS. REQUIREMENTS OB-
TAINED FROM BOTH LOCAL AND FOREIGN SUPPLIERS. MERCHANDISE
MARKETED THROUGH DISPLAY CENTERS AND BY 16 SALESMEN COVERING
THE GREATER MANILA AREA AND NEARBY PROVINCES. HAS ADEQUATE

STOCKS AND THE NECESSARY FACILITIES FOR NORMAL OPERATIONS. OFFICERS CONSIDERED EXPERIENCED AND QUALIFIED. AS OF DECEMBER 31, 1973 TOTAL ASSETS P3.5 MILLION, NET WORTH P1.6 MILLION, SALES P4.6 MILLION WITH NET INCOME P201,496. CREDIT REPUTATION, SATISFACTORY. RECOMMENDED AS TRADE CONTACT FOR INTERESTED AMERICAN FIRMS.
SULLIVAN

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